

CLAIMS

1. A cosmetic for eyelash comprising a film-forming polymer (a) having a rate of change in polymer content (ΔW) as defined below of 13% or more, and water, a content of the film-forming polymer (a) in the cosmetic being from 0.6
5 to 50% by mass:

Definition of Rate of Change in Polymer Content (ΔW): Film-Forming Test

ΔW is a rate of change in polymer content which is caused during a film-forming process in which a film obtained from the polymer which has a pencil hardness of 2B is dried up, said ΔW being represented by the following
10 formula (I):

$$\Delta W = W_2 - W_1 \quad (I)$$

wherein W_1 and W_2 are respectively defined as follow:

An aqueous solution containing 20% by mass of the polymer is applied onto two glass plates over an area of 11 cm x 20 cm thereof using an applicator
15 to form a coating film having 250 μm , and then dried at a temperature of 23°C and a relative humidity (RH) of 65%; and the first coating film formed by spreading the solution on one glass plate is subjected to measurement of change in weight thereof upon drying, and the second coating film formed on another glass plate is subjected to measurement of a hardness thereof by a
20 pencil hardness measuring method to calculate a polymer content W_1 (%) upon drying the coating film into a pencil hardness of 2B according to the following formula, and further the coating film is allowed to stand for 24 hours after coating (hereinafter referred to as "after drying up") to calculate a polymer content W_2 (%) after drying up according to the following formula:

25 $W_1 (\%) = (W_p/W_{1t}) \times 100$

$$W_2 (\%) = (W_p/W_{2t}) \times 100$$

wherein W_p represents a weight of the polymer in the coating film upon coating; W_{1t} represents a weight of the coating film upon drying into a pencil hardness of 2B; and W_{2t} is a weight of the coating film after drying up.

2. The cosmetic for eyelash according to claim 1, wherein the cosmetic comprises (A) 10% by mass or more of a non-volatile component and (B) 30% by mass or more of a volatile component, said non-volatile component (A) comprising (a-1) 70% by mass or more of a non-volatile component kept in a solid state at ordinary temperature which contains the film-forming polymer (a), and (a-2) 30% by mass or less of a non-volatile component kept in a liquid state at ordinary temperature.

10 3. The cosmetic for eyelash according to claim 2, wherein the film-forming polymer (a) has a weight-average molecular weight of 5,000 to 2,000,000.

15 4. The cosmetic for eyelash according to claim 3, wherein a content of the film-forming polymer (a) is 1 to 15% by mass on the basis of a total amount of the cosmetic.

20 5. The cosmetic for eyelash according to any one of claims 1 to 4, wherein the film-forming polymer (a) is a polymer obtained by polymerizing a vinyl monomer.

25 6. The cosmetic for eyelash according to any one of claims 1 to 5, wherein the film-forming polymer (a) is a polymer obtained by polymerizing a monomer containing a reactive vinyl group-containing organic acid and/or a salt thereof.

7. The cosmetic for eyelash according to claim 6, wherein the reactive vinyl group-containing organic acid is at least one organic acid selected from the group consisting of methacrylic acid and styrenesulfonic acid.

8. The cosmetic for eyelash according to claim 6 or 7, wherein a whole or part of a carboxylic acid or a sulfonic acid contained in the film-forming polymer (a) is neutralized with ammonia.

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9. The cosmetic for eyelash according to any one of claims 2 to 8, wherein the component (A) further comprises a wax having a rate of penetration of 8 or more.

10 10. The cosmetic for eyelash according to any one of claims 2 to 9, wherein the component (A) further comprises a powder having an average particle size of 0.1 to 20 μm .

15 11. The cosmetic for eyelash according to any one of claims 2 to 10, wherein the volatile component (B) contains water.

12. The cosmetic for eyelash according to any one of claims 2 to 11, wherein the volatile component (B) contains water and a lower alcohol having 1 to 4 carbon atoms to form an oil-in-water type emulsion composition.

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13. The cosmetic for eyelash according to any one of claims 1 to 12, wherein when 0.04 g of the cosmetic is applied onto a polyethylene terephthalate film having a width of 2 cm, a length of 5 cm and a thickness of 75 μm to form a coating film having a width of 4 mm in a length direction of the polyethylene terephthalate film and a length of 2 cm in a width direction of the polyethylene terephthalate film on a central portion of the length direction of the polyethylene terephthalate film, and dried at a temperature of 23°C and a relative humidity of 60% for 12 hours, the coated polyethylene terephthalate film exhibit an angle of bend of 5° or more.

14. A method of using the cosmetic for eyelash as defined in any one of claims 1 to 13, comprising allowing a larger amount of the cosmetic to adhere onto an upper surface of the eyelash.